

## Listing of Claims

This listing replaces all previous listings and versions of the claims in this application.

### Claims

1. (Currently amended) A method for enhancing a television broadcast program comprising:

(a) receiving a signal, the signal comprising a television broadcast program and a television broadcast advertisement for display during a break in the television broadcast program;

(b) receiving replacement advertising data from a first memory storage, the advertising data comprising an executable instruction set for rendering [[an]] a first animated video replacement advertising segment by a client processor;

(c) selecting the first replacement advertising segment based on a viewer profile;

(d) rendering on the client processor the first animated video replacement advertising segment by executing the executable instruction set;

(e) blocking the display of the television broadcast advertisement, such that the television broadcast advertisement is not displayed;

(f) displaying the first animated video replacement advertising segment instead of the television broadcast advertisement on a television display;

(g) determining whether the television broadcast program has resumed after end of the television broadcast advertisement, determining whether the first replacement advertising segment has ended, and if the first replacement advertising segment has not ended, storing the resumed television broadcast program on a storage device from a beginning point, and displaying the resumed broadcast program from the beginning point;

(h) displaying the resumed television broadcast program after completion of the animated video replacement advertising segment; and,

(i) developing the viewer profile based on viewer interaction with the first replacement advertising segment~~[[.]], where developing the viewer profile includes:~~

displaying an on-screen query of optional modifications to the first replacement advertising segment;  
receiving a viewer selection of at least one modification to the first replacement advertising segment;  
rendering the at least one modification to the first replacement advertising segment; and,  
retaining the viewer selection of the at least one modification to the first replacement advertising segment as part of the viewer profile; and,  
(i) automatically applying the previously retained viewer selection of the at least one modification to a second replacement advertising segment that is received after the first replacement advertising segment.

2-3. (Canceled).

4. (Previously presented) The method of claim 1 further comprising creating the viewer profile based on a set of preferences selected by the viewer.

5-6. (Canceled).

7. (Currently amended) The method of claim [[5]] 1 wherein said modifications comprise color, component in displayed objects, viewing perspective, zoom, play-back speed, background audio sound track, and special effects.

8. (Currently amended) The method of claim [[5]] 1 wherein said modifications are accompanied by computer-generated special effects.

9. (Canceled).

10. (Currently amended) The method of claim 1, further comprising providing a plurality of audio accompaniments to the first advertising segment, and selecting the audio accompaniment based either on the viewer profile or on the music used most by the viewer on their set-top box or personnel music catalog on a storage device external to the set-top box.

11. (Currently amended) A method for enhancing a television broadcast program comprising:

(a) receiving programming data representing synchronization data for a plurality of sequential program segments in a television broadcast program;

(b) receiving information related to a plurality of replacement program segments;

(c) selecting a ~~desired~~ first replacement segment based on a viewer profile;

(d) synchronizing the first replacement segment with one of said plurality of television broadcast segments;

(e) receiving executable instruction sets for generating the selected replacement segments, and rendering on a local processor the selected first replacement segment by executing the executable instructions sets

(f) blocking the display of the television broadcast segment;

(g) displaying the selected first replacement segment on a television display in place of the synchronized television broadcast segment;

(h) determining whether a next sequential program segment in the television broadcast program has commenced after end of the blocked television broadcast segment, determining whether the selected first replacement segment has ended, and if the selected first replacement segment has not ended, storing the next sequential program segment on a storage device from a beginning point, and displaying the next sequential segment from the beginning point after the selected first replacement segment has ended; and,

(i) developing the viewer profile based on viewer interaction with the replacement segment[.]; where developing the viewer profile includes:

displaying an on-screen query of optional modifications to the first replacement advertising segment;  
receiving a viewer selection of at least one modification to the first replacement advertising segment;  
rendering the at least one modification to the first replacement advertising segment; and,  
retaining the viewer selection of the at least one modification to the first replacement advertising segment as part of the viewer profile; and,  
(i) automatically applying the previously retained viewer selection of the at least one modification to a second replacement advertising segment that is selected after the first replacement advertising segment.

12. (Canceled).

13. (Previously presented) The method of claim 11, further comprising developing the viewer profile based on past selections of replacement segments.

14. (Previously presented) The method of claim 11 further comprising developing the viewer profile based on a set of preferences selected by the viewer.

15. (Previously presented) The method of claim 11 further comprising augmenting the viewer preferences based on the viewer's past selection of fast-forwarding or skipping through selected segments.

16. (Canceled).

17. (Previously presented) The method of claim 11, wherein the executable instruction sets for generating an advertising segment comprise executable programming code for rendering into an animated video segment by a client processor.

18. (Previously presented) The method of claim 11, further comprising displaying an on-screen query of optional replacement segments, and selecting the desired replacement segments in response to a command received from the viewer.

19. (Previously presented) The method of claim 11, wherein the programming data is received from data encoded with television broadcast program, from an electronic programming guide or from an internet server.

20. (Previously presented) The method of claim 11 wherein the data representing the selected replacement segments comprise geometry and texture data for use with the executable instruction sets for rendering into an animated video segment by a client processor.

21-36 (Canceled).

37. (Currently amended) A system for displaying enhanced television broadcast programs comprising:

a multimedia controller having:

a first memory storage for storing viewer profiles,

a television broadcast signal tuner receiver,

a communication port in communication with external sources of replacement advertising data, the advertising data comprising executable instruction sets for rendering [[an]] a first animated video replacement advertising segment, the first animated video replacement advertisement being selected based on a viewer profile stored in the first memory storage,

a second memory storage for storing a television broadcast signal, the television broadcast signal comprising a television broadcast program and a television broadcast advertisement for display during a break in the television broadcast program,

a third memory storage for storing the replacement advertising data,

a processor capable of rendering the first animated video replacement advertising segment by executing the executable instruction sets in the replacement advertising data and further capable of blocking the display of the television broadcast advertisement, such that the television broadcast advertisement is not displayed,

a video display monitor in communication with the multimedia controller, the video display monitor configured to display the television broadcast program and the first animated video replacement advertising segment during a break in the television broadcast program; and

a manual input device in communication with the multimedia controller, wherein:

the multimedia controller is further operative to determine whether the television broadcast program has resumed after the end of the television broadcast advertisement, to determine whether the first replacement advertising segment has ended, and if the first replacement advertising segment has not ended, to store the resumed television broadcast program on the first memory storage from a beginning point, and to display the resumed broadcast program from the beginning point; and,

the multimedia controller is further operative to develop the viewer profile based on viewer interaction with the first animated video replacement advertising segment based on:

the video display monitor being further operative to display an on-screen query of optional modifications to the first animated video replacement advertising segment;

the manual input device being further operative to receive a viewer selection of at least one modification to the first animated video replacement advertising segment;

the processor being further operative to render the at least one modification to the first animated video replacement advertising segment; the first memory storage being further operative to retain the viewer selection of the at least one modification to the first animated video replacement advertising segment as part of the viewer profile used in selecting the first animated video replacement advertising segment; and, the processor being further operative to automatically render the at least one previously received modification retained by the first memory storage to a second animated video replacement advertising segment that is selected after the first animated video replacement advertising segment.

38. (Original) The system of claim 37 further comprising a personal computer in communication with the multimedia controller.
39. (Canceled).
40. (Original) The system of claim 37 further comprising a fourth memory storage for storing television broadcast programs in digitized format for later recall and display.
41. (Canceled).
42. (Original) The system of claim 37 wherein the manual input device comprises a mouse, a joystick, a keyboard or a remote control.
43. (Original) The system of claim 42 wherein the remote control comprises a personal digital assistant having an infrared transceiver for communication with the multimedia controller, said personal digital assistant having a configurable display on a touch sensitive screen, said configurable display being configured to correspond to the active selections available to a user for a given images on the video display monitor.

44. (Canceled).

45. (Currently amended) The method of claim 1, where viewer interaction comprises applying a modification selected by the viewer to the first replacement advertising segment.

46. (Currently amended) The method of claim 1, where viewer interaction occurs during the display of the first animated video replacement advertising segment.

47. (Canceled).

48. (Currently amended) The method of claim 11, where viewer interaction comprises applying a modification selected by the viewer to the first replacement segment.

49. (Currently amended) The method of claim 11, where viewer interaction occurs during the display of the first replacement segment.

50-51. (Canceled).

52. (Currently amended) The system of claim 37, where the processor is further configured to render a modification to the first animated video replacement advertising segment during viewer interaction with the first animated video replacement advertising segment.